

TOP LEVEL ACCESS TO CONTENT

The **refreshed** design of the Army Home Page offers more content delivered in a more logical and organized fashion. The "Feature Photo" section now displays not only timely feature photos, but also a more in-depth treatment of Soldiers Television stories and "Special" productions. Additionally, the adjacent "**Features**" section is larger and includes rotating banners that previously populated lower, less visible locations on the main page. Just below the "Features" section are "**Army Headlines**," which are now given more top-level treatment. Additionally, a new section of content below the headlines offers a selection of information formerly relegated to subordinate pages, including speeches, releases, and Professional writing.

WHAT HAS NOT CHANGED



Our **commitment** is to deliver the most complete picture of "Our Army at War," while maintaining a focus on its relevance and readiness. The Army Web Team's pledge to make WWW.ARMY.MIL the best source for Army news and information is why it is the **top-rated** military web site in the world.

Noted below are some significant **statistics**:

- * Number of **Visitors** per month
----- **12 Million +**
- * Number of **Countries** who view our site
----- **144**
- * Top five most **Popular** pages by visitors

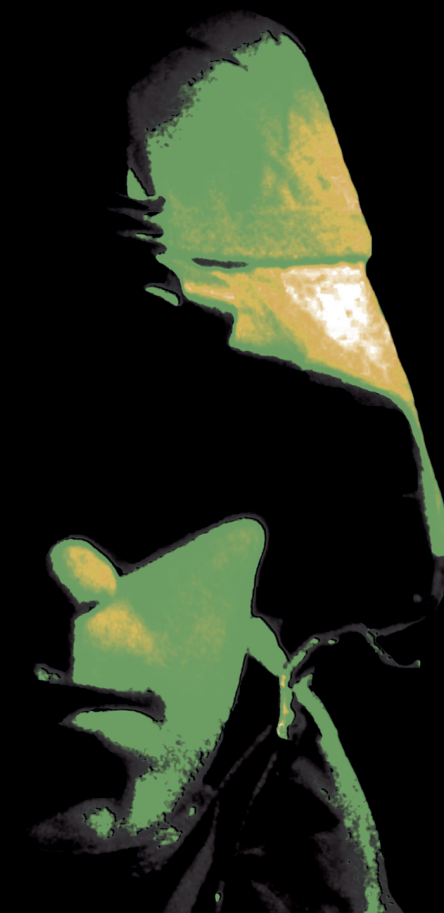
----- **Army Home Page**
----- **Army Images**
- **ARNEWS(Rich text version)**
----- **ARNEWS(AKO version)**
----- **USAR**

The Army Home Page Web Team prides itself in maintaining the Army's only connection to the global audience 24/7/365 and will continue to maintain that connection. Visit our "**Contact Us**" page and send us your feedback.

March 19

— leading the way ahead —

WWW.ARMY.MIL



EXECUTIVE OFFICE OF THE HEADQUARTERS / STRATEGIC COMMUNICATIONS . 3D253

IMPROVED FEATURES

WWW.ARMY.MIL introduces several improvements to the number one military website in the world. With increased content, cutting-edge video and audio streaming capability, database driven solutions, faster loading times, and improved navigation, WWW.ARMY.MIL sets the Department of Defense standard as it reaches more than 5 million visitors per month. As part of the new approach, the Army Web Team will showcase a new Operations page, launch the Army Media Player and feature a multimedia presentation called "A Year in Iraq."

ARMY MEDIA PLAYER-(AMP)

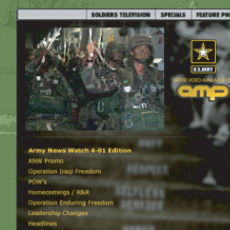
Now available from the home page of WWW.ARMY.MIL is the Army Media Player(AMP). AMP is The Army's **multimedia** repository for video, audio and various presentations.



Capable of Delivering:

- Live web casts
- Daily Army television news and features
- Variety of live and packaged radio broadcasts
- Army advertising

ENHANCED DELIVERY



MISSION STATEMENT

The Army's public web site, WWW.ARMY.MIL, is The Army's only communicative tool that maintains a connection with the American public and the global audience **24/7/365**. The Army is at war and must maintain a timely, accurate, and professional presence on the web. This enhances understanding of The Army's role in support of the Nation. WWW.ARMY.MIL supports the overall mission of the Department of the Army by providing official, timely and accurate information about Army policies, organizations, functions and operations. WWW.ARMY.MIL is the starting point for finding military information online in conjunction with the Department of Defense(DoD) web site "**DefenseLINK**" and the other services' web sites.

Information available at WWW.ARMY.MIL is consistent with Army and DoD policies and contains information cleared for public release. Information intended for the internal Army audience is available through Army Knowledge Online (**AKO**) at www.us.army.mil.

OPERATIONS PAGE

A **highlight** of WWW.ARMY.MIL is the new Operations Page dedicated to providing viewers the most up-to-date information on exercises and operations around the globe. This page features an **interactive** map and database of current Army operations, as well as the most recent news and photos from combat operations and Army participation in humanitarian actions and training exercises.